

Five Principles That Motivate Boomer Need

Insights: Opportunity

The Baby Boomers are too large a population segment for businesses to ignore. As they age, their needs will drive changes in current business, products, and services. Five principles can be used to reduce uncertainty surrounding this changing demographic.

The generation of baby boomers has shaped markets with their economic, political, and social power. These forces are just now beginning to confront the specter of aging. The demands on present products and services will be strained. Given uncertainty in healthcare systems, the economic outlook, and vanishing retirement portfolios, it's difficult to get a grasp on what this will mean. There are, however, a few emerging themes that can bridge the uncertainties.

Five Principles transcend uncertainty to help predict the evolving requirements of the aging Boomers.

As the first Baby Boomers start to reach 60, they are redefining the image of aging. Their levels of activity are more fitting to the previous generation's "40". The ability of boomers to maintain their expectations will largely be based on health - It's no longer about chronological age.

Prevention. Boomers are taking an increasingly active role in their health as they age. Products and services that emphasize health and wellness, lifestyle modification (e.g. diet, skin health etc), consumer signaling, and point of care diagnostics are key areas of change and growth.

Independence. Compression of Morbidity¹ is the term that best describes the best scenario for boomers: remaining active and vibrant right up to the end. As part of this, comfort, care, and mobility are necessary supporting concepts. Products ranging from pain relief to stylish orthotics to easy open packaging to knee replacements are examples that will address boomer needs.

Cost. Boomers will pay for luxury, expertise and convenience - but products have to perform – especially as disposable income declines with age. Boomers more than any cohort group want to know they are making smart decisions. They want to see evidence, data, and peer review that they can point to before committing. Inform the consumers of your product, but expect to have your claims and statements independently validated. The typical Boomer will want confirmation from a credible independent source.

Prevention	Health & Wellness Lifestyle Modification Early Detection & Diagnosis
Independence	Compression of Morbidity Comfort & Care Mobility
Cost	Pay for Performance Evidence Based Medicine Clinical Productivity
Access	Choice and Convenience Communication
Quality	Improved Outcomes Reduced Medical Errors

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Access. Choice, convenience, and communication are the imperatives. Moreover, the instant gratification rule will continue to apply. Although Boomers will have more free time as they become seniors, old habits will remain ingrained. They will gravitate to businesses that meet timely expectations.

Quality. Boomer quality demands are high, and will remain so with age. Given their reduction in free income, products and services will have to provide clearer value than ever before. Does the product improve the condition? Is it noticeable?

Nobody can predict the ever changing future with certainty – there are too many competing variables. However, some factors remain constant. BIC identifies the constants - like the five principles briefly described in this article – and applies them to reveal and inform new opportunities with far greater certainty of practical success.

An example of how the five principles begin to define healthcare growth opportunities is given below.

Growth Opportunities	Health & Wellness	✓		✓	✓							
	Predictive Medicine		✓	✓	✓	✓	✓				✓	
	Disease Management	✓		✓	✓	✓	✓				✓	✓
	Infection Surveillance		✓		✓		✓				✓	✓
	Cognitive Health		✓	✓		✓			✓		✓	
	Personalized Medicine			✓	✓	✓	✓				✓	
	Provision of Care: The Home						✓	✓	✓			
	Minimally Invasive Surgery			✓	✓		✓	✓			✓	
	Regenerative Medicine			✓			✓				✓	
	Digital Health		✓			✓	✓	✓	✓			✓
		Lifestyle Modification	Early Detection & Diagnosis	Compression of Morbidity	Pay for Performance	Evidence Based Medicine	Clinical Productivity	Choice & Convenience	Communication	Improved Outcomes	Reduced Medical Errors	
		Prevention	Independence	Cost	Access	Quality						
		Principles										

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Grounding the process of identifying new opportunities in sensible principles removes risk when deciding how to invest precious resources.

ⁱ By postponing the onset of morbidity (e.g., disability), through healthy preventive practices, an active lifestyle is maintained closer to the time of eventual death. Also, medical costs are drastically reduced.